

NOV 27 1943

THE

REPORTER

OF DIRECT MAIL ADVERTISING

A few notes about October Activities

BUSINESS REPLY ENVEL-OPES. As reported elsewhere, the War Production Board did not issue its threatened order prohibiting the use of business-reply envelopes . . . but there is no telling when the idea might be revived. So we warn you to be as conservative as possible. Use the two-inch by two-inch reply label whenever you can conveniently do so. Also, if you are sending out order forms, consider the possibility of combining your order form and the business-reply envelope. We've just received an excellent example of a combined order form and business-reply envelope from F. A. Demmin of The McCormick-Armstrong Company, 1501-11 East Douglas Avenue, Wichita 1, Kansas. Mr. Demmin reports that this new form was adopted by their client to overcome personal service contacts made impossible by shortage of manpower. He thinks that this style of order form not only stretches paper but it conserves wear and tear on transportation facilities. This reporter would like to see other styles of combination forms.

□ PIN-UP GIRLS. The New Departure Division of the General Motors Corporation is now furnishing pin-up girls for members of the armed forces. Edward Stern & Company, Inc., Sixth and Cherry Streets, Philadelphia 6, Penna., have reproduced ten different pictures of such stars as Rita Hayworth, Maureen O'Hara, Gene Tierney, Olivia De Haviland, and a number of other beauties. The creators believe that this campaign should increase the morale of our men from Attu to Arabia. Who knows!

THE ONE-DAY WARTIME CLINIC held on October 15, and sponsored by the Direct Mail Advertising Association, the Graphic Arts Victory Committee, and thirty-two cooperating organizations was a decided success. More than five hundred Direct Mail and Graphic Arts enthusiasts attended. It will not be possible to reproduce or summarize all of the fine discussions. The DMAA in its regular bulletins to members will reprint some of the set talks. We are printing a few of the highlights in this issue.

□ ANOTHER VOL. I, NO. 1. Bob Stone, Director of Sales of the American Bandage Corporation, Chicago, Ili., sent us a copy of his new four-page, two-color, well written, well illustrated house magazine, entitled "Gauzbands." It is going to safety directors in industrial plants, and it serves a worthwhile purpose.

EXHIBITORS' GUIDE TO WASHINGTON . . . is the title on an interesting 5¾" x 9", 8-page booklet mailed in a plain manila envelope actually postmarked Washington, D. C., with "ODH" initials in the upper left-hand corner. The booklet turns out to be one of Leon Bamberger's creations to publicize delightful, de-lovely Olivia De Haviland's new picture "Government Girl." Leon rationalizes his title by tipping to the inside cover a folded, large-size descriptive map of Washington. The story about the picture is, as usual, well told.

THE AMERICAN ASSOCIATION OF NURSERYMEN conducted their Sixty-eighth Annual Convention entirely by mail. Proceedings are reported in an interesting and effective 84-page and cover booklet measuring 5%" by 8%". Copious questionnaires were sent to members in various divisions of the industry . . . and the answers were compiled by experts. The Convention-by-Mail idea is growing.

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☐ MORE LITTLE BOOKS. We commented in the past on the little books issued by the Hammermill Paper Company, Erie, Penna. The shelf has now grown with the addition of four new titles. The booklets run from 16 to 24 pages, plus cover, and measure 4½" x 7". The four additions are titled: (1) Duplicator Facts, (2) How to Design a Business Form, (3) Relative Percentage Humidity, and (4) Three Steps That Get Things Done. All are good. The information is valuable.

CONSERVATION NOTE. Showing what some of the simplification and standardization orders have accomplished . . . a letter from Cy Norton of Strathmore Paper Company, West Springfield Massachusetts, reveals that the current Strathmore list shows about 240 items as compared with more than 1200 prewar items. This means the reduction of practically 80% in items. Surely, in the remaining 240, there should be enough variety in color, texture, finish and weight to make printers and paper users happy and contented.

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More men are needed to cut more trees. Government names pulpwood one of the most critical war materials, for pulp makes high explosives, rayon parachutes, surgical dressings. And paper protects food shipments, packs ammunition, medicines, blood plasma, and gun and plane replacement parts; performs a thousand vital services for fighters and civilians. The trees are there ready to be cut, but woodmen are

scarce. Aided by publicity and advertising, Government and the pulp and paper industry are urging more men to get into the woods at once and take part in this vital war work.



THE CHAMPION PAPER AND FIBRE CO., Hamilton Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope and Tablet Writing . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

SO You Think You're SMART?

Many times throughout the past years, this reporter has attacked the patent rackets in the Direct Mail business. We have claimed that most of the patent rackets were absolutely worthless because the same ideas had been used time and again long before the so-called patents were issued. Sometimes it has been hard for us to prove these claims, because many of the old-time users of Direct Mail did not keep a sample file. But now . . . we have made a glorious find. This reporter was visiting in the home of a friend several weeks ago and was asked if he would like to go through "an old file of advertising material found in grandmother's attic after she died." The rest of the evening passed in a flash . . . examining old pieces of Direct Mail produced back in the 1870's and 1880's.

We will reproduce and describe some of the pieces . . . just to show that there was originality even in the early days of Direct Mail.

So you think that cut-out motion pieces are new. Look at the butcher boy illustration... produced by Lion Coffee Company some time in the 1890's. It's a double cut-out piece with the butcher boy inserted through a die-cut flap, and he moves up and down cutting the piece of meat.

And then we have the trick fold which gives a "before-and-after" ef-

fect. (See below and page 4.) When folded there is one type of picture. When opened the picture tells a different story. We are reproducing three of such folders. One for Buckingham's Dye, one for Acorn Stoves, and one for The Pennsylvania Lawn Mower. The Pennsylvania Lawn Mower piece was produced in 1879. The Acorn Stoves folder is a humdinger. The copy is written as "poetry." Look at the art work.



And about those moving discs which reveal a series of pictures or statistics through a slot. We found a sample of that style of Direct Mail issued by the Hayes Pump & Planter Company of Galva, Ill., away back in the 1890's.

Advertising on envelopes! The Northwestern Consolidated Milling Company of Minneapolis, Minn., used advertising envelopes before 1900. One of our samples has the back of the envelope completely covered with an illustration and copy.

Someone a few years ago tried to patent (or did) a calling card in the form of a miniature booklet. That same format was used by the H. W. Johns Manufacturing Company, 87 Maiden Lane, New York, in 1893.

The old trunk "in grandmother's attic" has certainly supported our charges against patents in the Direct Mail business.

Speaking of copy . . . the early mail appeals are interesting. There is nothing new about poetic booklets. William Deering and Company's factory in Chicago issued a colorful illustrated poetic booklet back in the 1880's. The J. L. Hudson Company (leading clothiers) of Buffalo, N. Y., produced a lulu of a mailing card, using about 16 different styles of type . . . to advertise an unlimited assortment of "splendid quality working pants, lined through, at 78c and fine all-wool Kersey pants at \$1.95."

We are producing on page 4 an 1890 mailing card of Sears, Roebuck & Company. Get out your magnifying glass and study the copy which advertises five-piece furniture sets at \$15.95.

As we read some of the old-fashioned Direct Mail pieces, we thanked the Lord for the Federal Trade Commission.



See how they look opened (page 4).

An early Scott's Emulsion calendar had the following claims listed under a big heading "FREE! FREE! FREE!"

To any person who suffers from Consumption, Bronchitis, Scrofulous Afsumption, Bronchitis, Scrofulous Affections, Anaemia, General Debility, Coughs, Throat Affections, or Wasting Diseases (Children or Adults), Scott's Emulsion of Pure Cod Liver Oil, with Hypophosphites, is a POSITIVE CURE.

The manufacturers have such confidence that this remedy will do all that is claimed for it that they hereby offer to send you a four-oz, sample bottle FREE OF CHARGE.

But speaking of broad coverage claims, a mailing card issued in behalf of Dr. Thomas' Eclectric Oil . . . tops them all. Look at the listing under the title "What It Has Done & What It Will Do Again":

Cured Toothache.

Stopped a Cough in 10 Minutes.

Cured Earache.

Relieved a Severe Case of Croup in 5 Minutes.

Cured Backache.

Stopped Tickling in the Throat in 5 Minutes.

Cured Sore Throat.

Cured Deafness of Twenty Years in 3 Days.

Cured Lame Back.

Relieved the Stinging Pain of a Burn in 5 Minutes.

Cured Rheumatism.

Restored a Crooked Limb with 6 Applications.

Cured Bronchitis,

Cured a Bad Case of Rheumatism in 3 Days.

Cured Catarrh.

Cured an Injured and Lame Knee in 1 Hour.

Cured Sciatic Rheumatism.

Cured Pain and Swelling of the Joints.

Cured Quinsy.

Cured Asthma of 10 Years' Standing. Healed Cuts.

Cured Severe Frost Bites in 1 Day.

Cured Diphtheria. Immediately Relieved a Severe Case

of Neuralgia.

Perhaps this material should not appear in a modern "Reporter of Direct Mail Advertising" . . . but we are giving it to you just the same.

3,000 PARLOR SUITS TO BE SOLD REGARDLESS OF VALUE.

It's a Broadside Blow at Furniture Competition.

WOLLDER COMPETITORS MEET OUR PRICES OR ELSE FOREVER HOLD THEIR TONGUES. In spite of trusts and combinations, in spite, of protest from wholesalers and manufacturers who say our prices will ruit the furniture

Our Bargains are our Customer's Bargains, and 3,000 of these \$30.00 Sets will be Sold at \$15.95.

are just closed the largest furniture purchase erer made. By a force of circumstances we get 3,500 very fine unbuffered 5-piece parlor can self from at less than coat to manufacture, for fees than dealest can buy in car-load lots. SUITS THAT NEVEST RETAIL to self. MIS LOSS IS OUR GAIN, OUR GAIN IS YOUR GAIN.

HERE IS OUR LIBERAL OFFER.

a guarantees of good faith and we will send you this elegant opice paties said by freight, C.O.D., subject to exregistrating, and the suit is yoursed perfectly salidation; and exactly as represented, pay the freight darges.

lance Flo.55 and the freight charges, and the suit is yours.

ADOUST the FREIGHT ANGUNTS TO NOTHING compared with what you save in price. We carefully pack, cover with strong buriap inter these suits on board the cars in Chicago. The suit weight its points and the freight for 100 miles will be about 50c., 300 miles 7c. as \$1.00. 500 miles \$1.50 etc.

**SECTION OF THE STATE OF THE WE DO MAKE FRIENDS on this suit and we are more than anxious to receive your order, good it will do us as an advertisement. When you get this beautiful 5-piace parior suit for \$1.50 you will be so well pleased you will to your riretade, and they will be so well pleased with it every one will want to buy a patric suit and in that was will said many.

General Description.

SEARS, ROEBUCK & CO., Incorporated,

CHEAPEST SUPPLY HOUSE ON EARTH.

171, 173 and 175 W. Adams St., Chicago, Ill.

P. S.—SEND FOR OUR BIG FREE FURNITURE CATALOGUE, the most complete furnitire catalogue ever published.
Bargains to be had from no other concern. Terms more liberal than can be had elsewhere. EVERYTHING MADE PLAIN IN THIS







TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



Although the availability of paper may suffer new restrictions, you may be sure the traditional printing qualities inherent in all Northwest Pedigreed mill brands will remain at par. As in the past, Northwest Pedigreed Papers will continue to make good printing better.



A Substitute for Personal Selling

Here's a good report on the use of Direct Mail as a substitute for personal selling. The plan, developed by Charles B. Konselman, Sales Promotion Manager of the Royal Typewriter Company, is proving most successful in that company's merchandising operations. Quoting from Mr. Konselman's talk at the recent Direct Mail Advertising Association conference . . .

Direct Mail and Printed Promotion is an increasingly important factor in the Royal Typewriter Company's program to convert a typewriter sales organization to a carbon and ribbon sales organization.

At this time I would like to outline for you briefly how Direct Mail and promotion is being effectively used in one phase of Royal's carbon and ribbon merchandising operations.

First—a quick sketch of the picture and problem. By dint of intensive and extensive missionary work—including direct mail letters, bulletins, broadsides, folders, and other printed promotion, national advertising and personal selling, an organization of more than 1,000 selected dealers covering the United States was built, handling Roytype carbons and ribbons.

A good distributive set-up! In the normal course of events these dealers would employ full and parttime carbon and ribbon salesmen and saleswomen to roll up a satisfactory volume. But not in the War Year of 1943!

I don't have to review for you the shortage of both men and women sales personnel, or the fact that gasoline rationing makes it impossible to cover even small territories no less rural areas of from five to ten counties sparsely populated.

When it first became apparent that conditions might become critical as regards the adequate covering of territories, it was thought that a possible solution might be found in the use of Direct Mail to sell Roytype carbons and ribbons.

There was nothing essentially new in this idea. Many hundreds of thousands of dollars worth of carbons and ribbons are sold annually by mail. But the use of direct mail as a substitute for personal selling, to take the place of salesmen, had not been done extensively before.

Experimental test areas were picked—San Antonio, Texas; Davenport, Iowa; Springfield, Ill.; Brooklyn, N. Y. Several direct mail methods were tried—postcards, letters, sales letters, inquiry letters, etc. Results proved that direct mail was effective in this particular merchandising operation—could be made to produce a most satisfactory and profitable volume of business at low cost.

Accordingly, using the results of our experimental test, adapting letters, postcards, and procedures already employed-a so-called direct mail portfolio (a collection of eight tested letters and ideas) was printed. Included in the book was a short, simple resume of Direct Mail "Do's and Don'ts" to guide the inexperienced Roytype dealer. The portfolio was promoted through the use of mimeographed bulletins to the entire sales organization. After distribution to dealers, continual follow-up letters were sent out from New York, each containing suggestions and ideas to make mere individual campaigns most effective.

In no case did Royal pay for any direct mail campaign. The company simply provided the dealer with the results of its own experiments—and advocated the use of a direct mail campaign, using these tested ideas. The entire cost of every direct mail effort was borne by the individual dealer.

No doubt in normal times the number of dealers who use direct mail to sell carbons and ribbons would have been much smaller. However, under today's conditions, the dealer realized it was the one possible solution to his manpower problems, and even though reluctant and disbelieving, decided in many cases to give it a whirl.

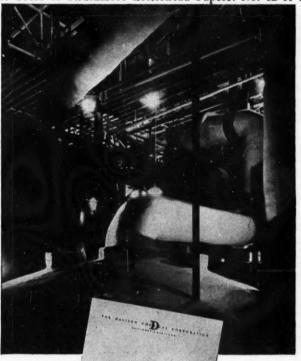
Results everywhere are exceeding even the most optimistic expectations. Dealers have found it possible to completely cover even the most scattered and inaccessible territories, at a fraction of the cost of personal selling. Sales volumes and profits are most satisfactory. Letter after letter from Roytype representatives can be summed up in the remark of one of them—"How long has this been going on?"

In conclusion, may I present one example—and not an exceptional one—of how direct mail selling is working for one Roytype Dealer.

The town of Almond, N. Y., is a small rural community. The Roytype dealership there embraces a territory covering an area about one hundred miles in radius from Almond. This dealer normally handles typewriters and other office equipment as well as carbons and ribbons. His business keeps himself, one outside salesman, a store clerk, a serviceman, and two girls busy. The war, the draft, elimination of typewriter sales, and the manpower shortage whittled his organization down to himself and one girl. Further, gasoline rationing made it impossible for him to even begin to cover his extensive territory. On the urging of Royal, and using the material suggested, this dealer embarked on a direct mail campaign. His initial mailing to a list of nine hundred consisted of a multigraphed letter and reply card,

(Continued on page 8)

Prominent Users of Strathmore Letterhead Papers: No. 42 of a Series



show your leadership?

The Davison Chemical Corporation...foremost in the manufacture of Silica Gel and Gel type catalysts used for refining aviation gasoline—in the production of synthetic rubber—and as the most effective dehydrating agent in the protection of war material from rust on its way to the fighting fronts...is also one of the largest producers of sulphuric acid and superphosphates.

For their letterhead, Davison selects Strathmore... the paper that expresses leadership. Every day YOUR letterhead speaks for you and your organization. A letter written on the finest Strathmore paper costs only a small per cent more than one on cheap paper. Write for analysis of letter costs.

Strathmore Papers for Letterheads: Strathmore Parchment, Strathmore Script, Strathmore Bond, Strathmore Writing, Thistlemark Bond, Bay Path Bond and Alexandra Brilliant.

STRATHMORE OF FINE PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

PAPER IS PART OF TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

This series appears in:

FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTIS!NG & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT

offering a box of carbon for \$2.85, not a cut-rate bargain basement offer but a legitimate, attractive price proposition. Three weeks after his initial mailing he had secured a 13 per cent return, including seventy orders and twenty-nine brand new accounts.

Since carbon and ribbon selling is a so-called repeat business and very staple (users continue to buy from the same supplier year after year), new accounts are the prize plums to be secured. On this mailing, this dealer certainly secured his share. The total cost of the operation including merchandise was only \$154, leaving a net profit of \$58! Compared to the usual cost of personal selling, this direct mail operation was unbelievably profitable. For a salesman to cover 900 prospects

would require at least thirty working days-thirty calls per day are considered better than average in the carbon and ribbon industry. Add to the salesman's salary and commission the necessity to travel hundreds of miles to cover the territory, and it is plainly evident that to open twenty-nine new accounts and secure a gross volume of \$200 normally costs many times the initial amount of the sales secured. Only after several reorders does the dealer begin to make money on a new account due to this high selling cost.

But the Direct Mail Method not only produced the new accounts in a short time, but effectively covered the territory and showed a net profit of \$58 immediately instead of a normal loss. This example is not unusual—in no single case in which a dealer has embarked on a direct mail test campaign to sell carbons and ribbons has he failed to accomplish three objects: (1) sell enough merchandise immediately to pay all costs and give him from an 11 per cent to a 25 per cent net profit; (2) to secure enough new accounts to assure an excellent potential repeat business; (3) build good will and increase his prestige by offering needed services at a time when personal contact is out of the question.

It is unnecessary to say that Direct Mail is becoming a most important factor in Roytype's merchandising operations. Further, all indications point to Direct Mail being a strong influence on post-war distribution in this field.

Answers from Big Mailers

At the October 14th meeting of the Hundred Million Club in New York, Chairman of Program Committee Chet Sloane made a detailed report on the answers received from a questionnaire sent to all members. We are giving you a summary of the interesting report which at least proves that Direct Mail is still working.

Question 1. In 1943, as compared with 1942, will you send out more, less, or the same amount of mail?

MORE, 48%. LESS, 33%. SAME, 19%.

Question 2. If you are sending out MORE what are your reasons?

Better	return	s		 	39%
Better	names	availabl	le	 	23%
Better	names	genera	lly.	 	8%
		eculiar t			
dustr	y or co	mpany		 	46%

Question 3. If you are sending out LESS what are your reasons?

Restrictions on paper for the product and/or other materials Better returns requiring fewer	89%
mailings	

Question 4. Have your percentage returns this year been better, worse or about the same as last year?

Better																				63
Worse																				0
Not st	a	te	e	d																3
No cor	n	p	a	r	i	S	01	n	p	0	s	S	ił	ol	e					15
About	tl	h	e	8	88	u	n	e												19

Question 5. About how much better or worse?

Less	than 109	6 bette	r.			 	6%
10%	to 19% be	etter				 	18%
20%	to 30% h	etter				 	35%
50%	better					 	18%
	to 100%						
More	than 100	% bette	r.			 	6%

Question 5a. Any special reason for this improvement?

Greater public huving nower

Greater public buying power	00 70
Conditions peculiar to the indus-	
try or company	23%
Better lists available	17%
Improvement in company's own	
direct mail techniques	11%
Less list exhaustion	11%

Question 6. Are you getting all the paper you need?

	•		•				٠											
Yes																		66%
No																		11%
Not	S	te	at	e	d	l												23%

Question 7. What kind of luck are you having with envelopes?

Excelle	er	ıt													11%
Good .															19%
Fair															21%
Poor															30%
Lousy															13%
Not st	a	t	e	d											15%

Question 8. What are you doing to conserve paper, reduce lettershop operations or otherwise simplify or expedite your mailings?

Reply—Using two sides of a single sheet, or a Monarch size instead of 8½ x 11, reducing size of circulars, eliminating circulars, etc., predomin-

ated. Where a list is used more than once one member typed labels in triplicate. Another eliminated matched addressing. Another is putting its lists on stencils.

Question 9. Has the labor shortage affected the service you get from printers and lettershops?

Reply—100 per cent replied "Yes" in slower deliveries, frequent errors and weird mistakes.

Question 10. Where do you feel this trouble the most?

Reply—Most of the trouble was in the addressing, particularly typed addressing.

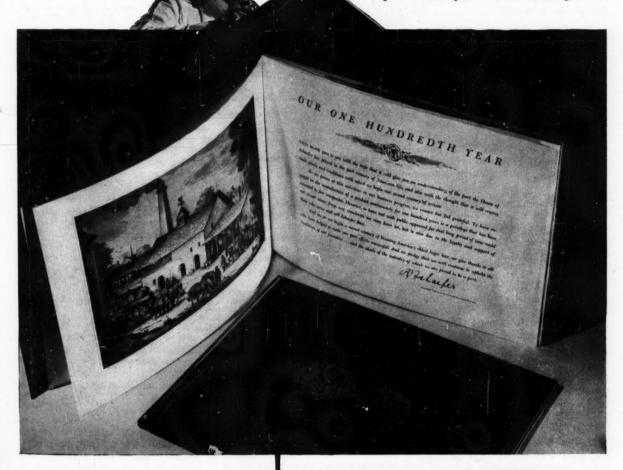
☐ TO MEET BY MAIL AGAIN. The executive committee of the Textile Operation Executives of Georgia has decided not to hold a meeting this fall, but, as was the case last spring, will conduct a "meeting-by-mail," this time on the subjects of slashing and weaving.

A list of 22 questions has been sent to members, who have been asked to send in detailed answers. When all answers are in, officials will compile a report which will be sent to the members. Twenty-fivedollar war bonds will be awarded two winners.

The F. & M. Schaefer Brewing Company's 100th Anniversary Book . . . completely handset in

ATF BULMER

Designed by Harry Payne, Art Director, Batten, Barton, Durstine & Osborn, Inc. As the type face most capable of expressing the character of the story, Bulmer Italic was chosen to introduce this handsome centennial book, and Bulmer Roman for the entire text. The obvious sincerity of this face suits the historical part of the book by being traditional but not old fashioned, while its crisp, clean design is equally consistent with the section on modern developments. The wealth of variety in ATF faces, from conservative Gothics and traditional interpretations to modern designs and hand-lettered effects, supplies any art director with an infinite range of expression, simple, subtle, or strong.



AMERICAN TYPE FOUNDERS

200 Elmora Avenue, Elizabeth 3, N. J.

Have you a copy of the ATF Red Book of Types? If not, send for one on your letterhead. Also, single page showings including complete alphabets of the following and other ATF type faces.

Bernhard Modern Italic

EMPIRE

Lydian Cursive

SPARTAN HEAVY

(This advertisement is set in Bulmer Roman and Italic)

The Paper Situation

... is still in a mess and it is really a mess

Production of pulp seems to continue its downward trend. The WPB has issued additional horizontal percentage restrictions on newspapers, magazines and commercial printing. Weights of paper have been reduced and everybody and his brother is going down to Washington to fight for more paper—for their own particular axe grinding.

The Boren Committee hearings brought out the startling fact that the extra allotments of newsprint granted on appeals from newspapers had counterbalanced a large portion of the original reduction. Something like 182,000 tons of overquota newsprint had been granted to a relatively small number of newspapers during the first three quarters of 1943. The WPB has promised to be more hardboiled on the appeals during the fourth quarter.

The commercial printing industry has now been cut 15 per cent under its 1941 quota . . . and there have been few complaints. The Graphic Arts industry has taken the lead in voluntary conservation of paper. The paper-stretching plan issued by the Graphic Arts Victory Committee is still the best example down in Washington of a concerted effort by an industry to conserve, rather than to ask for more materials.

The Direct Mail Industry during the past month faced the possibility of being forced to do without business reply envelopes. An order had been written by the WPB prohibiting the use of business reply envelopes.

But that order was cancelled when the WPB was shown that such a ruling was economically unsound, and that it would only save approximately 6600 tons of paper used in business reply envelopes and that it might result in a larger use of paper to overcome the absence of the convenience and economical reply privilege. The 6600 tons did not look very big when compared with

the 182,000 tons of additional newsprint granted to the newspaper publishers. But there is still some talk in Washington of restricting various forms of Direct Mail . . . such as house magazines, blotters, etc. There is even some talk of putting priorities on various styles of Direct Mail or commercial printing. Such plans are usually illogical. A priority or allocation program would be difficult to inaugurate and operate and the war would be over before it could function.

The only logical program for the Direct Mail and Graphic Arts fields consists of:

- (a) Horizontal reduction, and
- (b) Voluntary conservation, and
- (c) Essentializing of printed promotion.

We believe that it is important to the Direct Mail and Graphic Arts industries to clean up their own backyards. Fancy, extravagant and wasteful printed promotion should be frowned upon for the duration. Extravagant and possibly useless pieces of printed promotion which reach the desks of some officials in Washington are like red flags before a bull. Those pieces add weight to the arguments of "certain interests" which would like to see commercial printing restricted. Solid, sensible and constructive war effort promotion is recognized as being essential. So it is up to the people in the Direct Mail and Graphic Arts businesses to do a real conservation job. If you don't . . . further restrictions are inevitable.

□INTERESTING EXPERIMENT IN BUILDING A GOOD LIST. Art Sisson of the State Mutual Life Assurance Company, Worcester, Massachusetts, originated a good idea for getting the names of children. He sent out the following test letter, and we understand it brought remarkable returns:

Dear Mr. and Mrs. Jones: .

IT'S FUN KEEPING TRACK OF HOW FAST LITTLE BOYS AND GIRLS GROW. SURPRISING, TOO, HOW THEY SHOOT UP.

Many a kitchen has been marked with pencil lines as Mother and Dad stood the children against the wall or door and measured how tall they were. Trouble was, when the family moved, the records didn't.

The State Mutual Life Assurance Company has brought out a "So-Big" chart. Attractively designed, made of cardboard, it hangs on a wall—anywhere—kitchen, bathroom, or nursery.

It helps you to measure your child's height from the time it can stand up, right through teen age (2 ft. to 5½ ft.). It provides a place not only for your child's height but weight as well, and a space to jot down the date, too,

Wouldn't you like one? It's free and without any obligation. Just fill out and mail the enclosed postagefree card and we'll see that you get one. The quantity is limited so better return the card now—while it's fresh in your mind.

Cordially,

STEPHEN IRELAND, Vice President.

The return card provided space for the name of the child and the age. The agent naturally delivered the "So Big" chart. The chart itself is really a swell idea. It is a strip measuring 3'8" x 3" and is folded in convenient accordion style. Wish we had three of these when the boys were much less than the present 6'.

H. H.

A GOOD BOOKLET. The Committee for Economic Development continues to do a good job. It has recently moved from the Department of Commerce Building in Washington to 285 Madison Avenue, New York 17, N. Y., although it will continue to maintain close relationship with the Department of Commerce and other agencies which are concerned with postwar programs. Some of the members of the Research Staff will continue to work in Washington. The Committee's latest booklet is entitled "Postwar Employment and the Settlement of Terminated War Contracts." It is well worth reading and you can get a copy by writing to the new address. Bulk copies can be obtained at cost-\$3.00 for 100.



RECORD

The divisions of General Printing Ink Corporation are contributing to the war effort in various ways. The list below represents sundry items which they have developed or manufactured for the government and the armed forces. Several technical assignments and experiments cannot be divulged.

- * * * Cameras for the Engineer Corps.
- * * * Oil coolers for the Navy.
- * * * Shell trimmers (both for small arms and guns).
- ★ ★ ★ Machining ship parts for the Navy and Maritime Commission
- * * Parts of range finders for the Navy.
- * * Equipment for marking wire and cable used in air armament.
- * * * Special printing machinery for product identification.
- * * Equipment for map reproduction for Engineer Corps.
- * * Printing and photographic equipment for reproduction of templates for airplane industry.
- * * Equipment for aircraft instrument dials.
- ★ ★ ★ Photo-composing machines for Bureau of Engraving and
- * * * Equipment for Signal Corps.
- * * Navy blue compound (for waterproofing and flameproofing duck for the Navy).
- ** * Compound for shrimp net coating (fireproof, infra-red reflectance camouflage specifications).
- * * Nylon coatings and raincoat coatings for Quartermaster Corps.

- ★ ★ ★ Development and manufacture of fluorescent inks used by the air forces of this country and some of the foreign powers.
- * * Inks for the Engineer Corps and Navy.
- * * * Shell marking and identification inks.
- ★ ★ ★ Fingerprint inks for Army, Navy and Medical Corps.
- * * * Parachute marking inks.
- ★ ★ ★ Inks for marking communication equipment for Signal Corps.
- * * Duplicating and printing inks for Office of Emergency Management.
- ★ ★ ★ Special printing inks for Lend-Lease.
- $\bigstar \bigstar \bigstar$ Printing and lithographic inks for all branches of armed services.
- ★ ★ ★ Navy fireproof non-skid deck paints.
- ★★★ "Sea Slicks" for designation of submarines, lifeboats, rafts, targets, etc., for the Air Force and Navy.
- ★ ★ ★ Tentage Compound (for waterproofing and flameproofing duck for the Army).
- * * Trious camouflage compounds for both Army and Navy to be used on osnaburg cloth, jute, burlap and
- ★★★ Gas resistant and waterproof coatings for Army and O.C.D.
- ★ ★ ★ Identification inks for synthetic rubber program.

GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE, NEW YORK 13, N. Y.

DIVISIONS

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- AMERICAN PRINTING INK COMPANY RUTHERFORD MACHINERY COMPANY GEO. H. MORRILL COMPANY •
- CHEMICAL COLOR & SUPPLY COMPANY THE FUCHS & LANG MANUFACTURING CO. •
 - EAGLE PRINTING INK COMPANY GENERAL INDUSTRIAL FINISHES

EXPORT

- SIGMUND ULLMAN COMPANY
- ROTOGRAVURE SUN CHEMICAL & COLOR COMPANY GENERAL PRINTING INK CORPORATION OF CANADA, LTD.



NUTS

Department

The following form letter was mailed by The Eastman Research Organization, 330 West 42nd Street, New York 18, N. Y., on October 18, 1943:

About Mail Surveys of Readership

Our attention is called from time to time to the practice of some editors and publishers of sending out mail questionnaires to readers to find out what they read in the magazine and their preferences.

Indeed we are often asked by new clients if we do any of our own work by mail. The answer is an emphatic and resonant "No." In fact we go further and explain that we have never used mail questionnaires in our many years of experience in research except on a very few rare occasions when they were specifically indicated.

For most purposes, and particularly for editorial research with its many intangibles and imponderables, we don't consider that a mail questionnaire is worth the powder to blow it up. In fact we find it tough enough to discover people who are capable of doing this work even with intensive training and close personal supervision. And we have to pay them more than they get for any other type of field investigation.

We wouldn't go so far as to damn this practice horizontally. There's nothing reprehensible about it. It at least bespeaks some mild curiosity as to what the readers are doing with the book after the editors have done their stuff.

But we would like to make it plain that not by the farthest stretch of the imagination is this editorial research or any substantial part of it.

The pathetic part of it is that many of these same publishers will spend a hundred times as much in sales promotion as they are willing to spend in a feeble gesture toward insuring that the readers and the advertisers get what they pay for.

We won't go further in pointing out the basic weaknesses of the mail questionnaire—for any purpose—than to mention the chief one. At best, the mail questionnaire can only extract a tiny bit of imperfect evidence from a fraction, and usually a small fraction, of those to whom it is sent. What about the majority who don't answer? They're the unresponsives, automatically eliminated by the mail method, and it is the unresponsives with whom we are always most concerned.

Perhaps those few who take mail questionnaires seriously are misled by a feeling that the one important thing to find out about the reader is what he reads. In our practice that is important but only of incidental and passing importance.

It is of even more importance to find out how he reads, why he reads (or doesn't) and what he gets out of it.

And, particularly in these times, it is still more important to find out whether he reads at all. Many of our new clients get a shock when they find out what the "reading lag" is with respect to their publication—how many, even with the best intentions in the world, are an issue or two issues behind in their reading.

That is always one of the first things we find out and often one of the easiest things to do something about.

We have often said that the editorial job is a matter of infinite minutiae. Our reader traffic interviews (which average three-quarters of an hour) must be comprehensive enough and penetrating enough to get at these little things, definitely and authoritatively.

Such things as—how are the headings functioning? How well is the reader interest sustained throughout an article? How well are the "fillers" read? Are the illustrations adequate?

Just try to get any of these things from run-of-mine readers through a mail questionnaire! We still can't get them all to our satisfaction through expert personal investigators and the most precise technique that was ever applied in this field.

ROE.

HAA

(This series of letters is being sent a selected group of advertisers to whom we have nothing to sell—as we do not handle general research assignments—to familiarize them with our service to publishers, of which in the last analysis they are the chief beneficiaries.)

Reporter's Note: The only logical answer to that letter is the illustration shown at the top of this item. The Eastman Organization said "we don't consider that a mail questionnaire is worth the powder to blow it up." But yet, The Eastman Organization uses Direct Mail to "blow up" the use of the mail. Isn't it about time for a good knockdown argument on this subject? Would Leonard Raymond, Dave Beard, Chet Sloane, Herb Ahrend, Irving Rothstein and some of the other successful mail questioners please step forward and take the platform? The pages of The Reporter are open to you . . . and we'll also give space for any subsequent rebuttal by Brother Eastman.

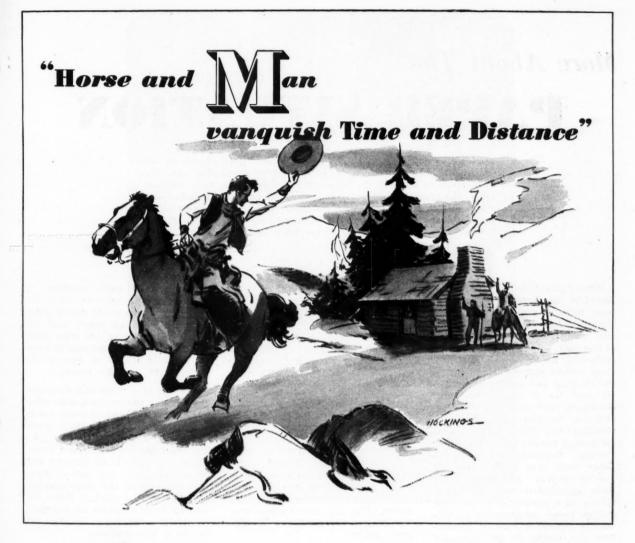
LIKES PREDICTIONS

Your form letter reminded me that I had not looked at *The Reporter* for some time, and as it has always been one of my favorite business journals I promptly got hold of several copies.

I am so sorry that I did not see your May issue before this, because I want to congratulate you so heartily on your prediction. This is one of the best statements of some of the problems involved in government efforts to inform that I have ever seen. I only wish I could have been using it as much in the past as I expect to use it in the future. And I do want to express my appreciation now.

The journal as a whole is always stimulating and constructive. Incidentally, as far as the subscription is concerned . . . it is going through.

MARIAN C. MANLEY Business Branch Librarian The Public Library Newark 2, New Jersey



On an afternoon in April, 1860, an expert rider mounted on a fleet pony dashed out of St. Joseph, Missouri, carrying letters and news, destination the Pacific Coast, two thousand miles away. It was the birth of the PONY EXPRESS. Relays of other riders rushed the precious saddle-bags over the rugged trail to San Francisco in nine days. The world stood amazed, and editors wrote: "HORSE AND MAN VANQUISH TIME AND DISTANCE." * The Pony Express of 1860, like the antique printing press of the same age, is now but a romantic memory. But both Pony and Press remain significant of vital facts. Each served its purpose in a pioneering age. Each was the forerunner of tremendous developments in the printing and transmission of news. The demands of the future upon air service and the lithographic and printing press are unpredictable, but even now editors could pen the headline: PLANE AND PRESS VANQUISH TIME AND DISTANCE.

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government



public relations problem which can be aided by printed promotion.
We shall be glad to obtain a copy for you . . . or write direct to
Graphic Arts Victory Committee, 17 East 42nd St., New York City.

HARRIS · SEYBOLD · POTTER · COMPANY

HARRIS DIVISION

C L E V E L A N D 5, O H I O
MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS
AND GRAVURE PRINTING MACHINERY • • • • •

SEYBOLD DIVISION

D A Y T O N F 7, O H I O

MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS-KNIFE
GRINDERS-DIE PRESSES-WRIGHT DRILLS-MORRISON STITCHERS

More About The

PAPER SITUATION

During the One-Day Wartime Clinic at the Hotel Roosevelt on Friday, October 15th, there was considerable discussion over the availability of supplies for Direct Mail. One of the best informal talks was given by Gilbert L. Parks, Assistant Chief, Printing and Publishing Section, General Commodities Division, Office of Civilian Requirements of the War Production Board (boy, that's a long title!). We are giving you here some of the notes taken during Mr. Parks time on the platform.

When I joined the War Production Board in the Spring of 1942, there were talks of paper shortage but things hadn't reached the limitation order stage. During the fall of last year, we were concerned with estimating requirements for the various critical materials required by the Printing and Publishing Industry and the emphasis was then chiefly on such materials as copper and zinc for plates and steel for stitching wire. Of course, there were continuing rumors about the paper shortage. But nothing except a wallpaper order was issued until the turn of the year. Almost over night there appeared a series of orders aiming at a horizontal 10 per cent cut on paper consumption to balance a shrinking rate of production, due chiefly to the increased demands for fibrous materials in the rapidly expanding use of containers for Lend-Lease and war shipments, sanitary papers, etc.

We have moved through the year of 1943 with alternate waves of optimism about increased production and pessimism about the impending doom of sharp curtailments,

In applying the theory of what started out to be a horizontal cut, two techniques are involved: (1) Where segments of the industry are integrated with great similarity of product, such as newspapers, magazines, and books, the limitation is placed against the publisher, allowing him a percentage by weight usage of what he established as his requirements during a base year. (2) To avoid writing endless orders, the

infinite variety of those printed items not contained in these publication orders were covered by a "catchall" order called L-241, or the Commercial Printing Order. Here the restriction is placed against the weight of paper passing through the printer's presses unless otherwise controlled by specific order.

Wallpaper, which is controlled by the Printing and Publishing Division, although sometimes considered a converted paper product, had already been specially treated by an order issued in the fall of 1942, which went beyond limitation by weight of paper and involved restriction in specifications, including designs and colors. This established a precedent for treating certain items, by separate order.

In May of this year, the order limiting the amount of paper used for greeting cards and, subsequently, illustrated postcards, was issued. This order was a little unusual in principle since, in addition to limiting during any calendar quarter up to 60 per cent by gross weight the paper used during the same quarter in 1942, limitations were also placed on the number of designs and the amount of box board used for packaging. Of particular interest to this audience is paragraph D, in which certain types of dealer helps are prohibited. This prohibition applies to such items as date books, advertising cards, banners, merchandise bags, window displays, inserts and sample cards. This might be considered an elimination of "frills" in order to utilize to the fullest extent the critical paper involved. It is noteworthy, however, that the publisher's quota allows him to count in his base usage paper used for dealer helps during the year 1942, which helps increase the total amount of paper available to him to be put into the product itself.

The majority of the appeals under the greeting and postcard order have come in on the basis of undue hardship, and are chiefly from small producers of greeting cards, asking relief from the provision limiting new designs to 60 per cent and old designs to 80 per cent of those produced during the same quarter of 1942. Earlier mailing dates for sending cards overseas has required considerable shifting of the seasonal trends in this business.

Also, in July of this year, Limitation Order L-294 was issued covering displays. The display order limits combinations of printed matter and board such as is used in point-of-sale advertising, window, counter, floor, wall or shelf displays. The chief purpose of this order was to conserve against the pressing demands for strong Kraft fibres for V containers, the virgin pulp formerly going into board. No virgin pulp is now permitted in board used for displays and no back lining involving Kraft fibre is permitted except that which was in inventory at the time of issuance of the order. Both the paper and the board used in making displays are limited to 66% per cent of the gross weight put into process by a person during the cor-

(Continued on page 16)



When you want to know GO TO AN EXPERT

It's that way in buying paper, too. The best reference for Rising papers we can offer is the opinion of printers, whose reputation depends largely on the quality of the papers they use.

For years we have been supplying these paper-wise experts with fine papers for letterheads as well as every other purpose.

Today we invite you to take advantage of the prestige of Rising craftsmanship by putting your business letterhead on one of the Rising papers. Among others: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). Prices on a par with other quality papers. The Rising Paper Company, Housatonic, Mass.

Riving Papers

ASK YOUR PRINTER-HE KNOWS PAPER

responding calendar quarter of 1941. The usual 15 per cent borrowing provision between quarters is permitted to allow for seasonal shifts of business. Strangely enough, there have been very few cases of appeals under this order claiming undue hardship. It can, therefore, be assumed that the display section of the graphic arts has already faced sharply reduced demand because of the great reduction in lines of merchandise formerly requiring this type of sales stimulation.

In addition to the orders emanating from the Printing and Publishing Division, most of you are also familiar with the orders issued by the Pulp and Paper Division. For example, converted products are restricted by Order M-241-a, where the line is drawn between converted products and printed products on the basis of whether or not the printing thereon contributes to the functional value of the product to such a degree that it would be incapable of performing the use intended if not printed. For example, paper stationery and papeteries, and envelopes (all styles, except expansion types) are covered by Order M-241-a and manufacture is now permitted at 110 per cent of 1942. However, advertising streamers, posters, news programs, time tables, sheet music, patterns, decalcomania transfers, checks, etc., are controlled by the Printing and Publishing Division because printing determines their functional nature. Many advertising novelties have doubtless been sharply restricted by Order M-241-a.

Just this week the Containers Division issued a new order on fibre shipping containers, L-317. This order lists certain products which may not be packed in new fibre shipping containers after October 11, 1943. It also lists certain other products which may not be packed in less than specified quantities in new fibre shipping containers. The manufacture of containers from corrugated or solid fibre (.060 or heavier) for counter boxes, display shippers and retail gift boxes is prohibited, while the use of such containers for advertising displays, catalogues, magazines and posters is prohibited. This order also lists percentage quotas for the use of such containers in shipping games and toys, paper products, including announcements, greeting cards, illustrated postcards and wall calendars and printed published products not listed elsewhere in the order.

Still another order of interest to you is L-120, which is one of the lengthiest orders you will have to deal with. However, since it is set up by schedules, you can simplify your task by studying only those schedules controlling the making of book paper, envelopes and fine papers. Since this order has been in existence a long time, you should be certain to check the revision which greatly tightened up the permitted top basis weights on most types of paper as of August 28 of this year.

Perhaps, if you are still buying heavy weight papers from inventory, you do not yet realize that after September 1 of this year mills have been forbidden to manufacture many of the de luxe grades and weights used in direct mail and promotional material. Without going into great detail, there is one simple rule. We must save fibre and stretch the paper which means that you will have to plan your format to bring basis weights down to the absolute minimum. Perhaps printing effectiveness will have to be the guide rather than printing quality.

Let us revert now to the order which concerns you most and which I touched on before—that is, Order L-241. This order has been generally criticized for leaving the barn door open in terms of ex-quota paper. As originally issued in January of this year, printed matter produced by or for any agency of the United States or any state, county or municipality of the United States, or that required by contract between the supplier for any such agency or necessary for the production, delivery, or use of the product by any such agency was not charged against the printer's quota. Also, printing which can be described as functional required by such activities as public utilities, railroads, motor and air transport companies, gas, water and power companies were allowed to use paper without charge against the printer's quota. As was announced on August 11, commercial printers and lithographers are faced with a further curtailment of print paper during the fourth quarter of 1943. It was stated at that time that the commercial printing industry which uses a million and a quarter tons of paper annually is effecting economies through degrading and reduced paper weights. It is expected that in the very near future the long awaited revision of L-241 will be announced and in general it is expected that it will help implement the same type of savings provided for in the revised L-120.

The appeals under this order have been chiefly of a routine nature being concerned with adjustments where the base period was unfair.

□ UNDER COVER. In case you haven't had a chance to read the complete book UNDER COVER... you'll find a very good boiled-down summary of it in the October issue of "Omnibook" which is on sale at all newsstands for 35c per copy.

IMPORTANT!

On the next two pages we are reproducing the material which appears in a mat service just inaugurated by the Graphic Arts Victory Committee and the Advertising Federation of America. Representatives of both organizations make a monthly study of the important wartime projects. At the end of each month a combined committee will prepare, with the help of the OWI, a twopage Clip Sheet for local Advertising Clubs. The GAVC will handle production and produce the mats, which will then be sent to all Advertising Clubs in the country by the Advertising Federation. Members of the GAVC in each city will help their local Advertising Club in producing the localized sheets for distribution to all advertisers in that area.

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This is one of the finest moves yet made by advertising to help the war effort. The government needs the help of all advertisers . . . and particularly those who reach consumers . . . in the small towns throughout the country. We believe readers of The Reporter should be interested in this development. Most of you belong to your own local Advertising Club. We ask you to get behind this effort and promote it in every possible way. The next two pages show you the first month's release. Others will follow along at monthly intervals.

Copy ..._fre

Compiled in Washington by the War Advertising Committees of the Advertising Federation of America, The Advertising Affiliation and of the Graphic Arts Victory Committee in co-operation with the Office of War Information.

from INSERT LOCAL GROUP NAME HERE

NOVEMBER, 1943

November and December are "FOOD FIGHTS FOR FREEDOM"

Months



NUMBER I

America's food supply represents the greatest single potential weapon of war in our fight against the Axis. Our food can shorten the war, save American lives, help write the peace, if we use it not only to feed our civilians and our armed forces, but to meet the needs of our fighting Allies, and to feed the peoples of Europe as they are

liberated from the Axis yoke.

How can we make our "food fight for Freedom" at home? Successful accomplishment calls for the wholehearted adjustment and contion on the part of every citizen. The institution is asked to do his part in a nine-point program—(1) produce more food, (2) conserve food, (3) preserve food, (4) eat the right food, (5) substitute plentiful for scant foods, (6) play fair in buying food, (7) keep food costs down, (8) participate in community food projects, (9) place the war first and adjust himself to wartime conditions.

To make and keep a lasting impression on our people of the need for action concerning food, the months of November and December have been dedicated as "Food for Freedom" months. Wholehearted support is requested from all states and cities—all Federal, State, and County organizations, all Women's Educational organizations, all food processors and distributors, all religious and labor groups, and many others, in educating the country and our individual citizens on the need for maximum productive action on food.

All advertisers and users of advertising-as well as producers of printed material - are asked to co-operate and support strongly this vital program. Many national advertisers are converting much of their advertising to this theme-outdoor posters will carry similar messages-car cards do their share. Retail fcod dealers will display posters and other material in their stores, 24,000,000 pin-up charts will be distributed to house-wives by retail food dealers. General magazines are co-operating, arranging special editorial support, trade publins have agreed to donate a minimum of full page of advertising space, plus edisupport. Radio spots and network programs will be devoted to this subject every day.

You can do a great deal to help. Bring the support program to the attention of your local contacts—ask that they support the Government in its vital effort to educate the American people on the tremendous importance of food as a weapon to beat the Axis—quickly.

Copy PUBLISHED FOR You!

"War Message Copy" is inaugurated as a service which will be most helpful to you in making your advertising and printing help win the war.

Each month the individual campaign projects which your Government is especially emphasizing and promoting as war measures will be outlined . . . after thorough study by your representatives in Washington. Your help and co-operation in using these themes in advertising material is eagerly sought.

The editors of "War Message Copy" will appreciate receiving any criticisms or suggestions or ideas you may have, to make this service more helpful to you. Write to address given in masthead. Save samples of your War theme advertising. Our next bulletin will tell you where and when to send them—so that the Government can see the results of your good efforts.

JOIN THE WAC Recruitment Campaign

At the request of General George C. Marshall,

Chief of Staff, the Women's Army Corps is conducting its All-States recruiting drive for additional essential personnel to free soldiers for front line duty. WAC recruits will be enlisted in companies that will be sworn in under their own state flag. The drive began in September and will end December 7. During November, advertisers and producers of advertising are urged to especially emphasize the urgent need for many thousands more women in the WACS. Recruiting messages can be tied in with regular printed promotion and advertising material. There are also available posters and other printed material for distribution locally.

This Holiday Season DON'T TRAVEL

Except on War Business

The Christmas holiday period results in more pleasure holiday travel than any other holiday period in the year. The peak must be held down this year, or railroads and inter-city bus lines will be swamped with passengers they can't accommodate. Apart from



"DON'T TRAVEL!" CAMPAIGN

the burden placed on railroad equipment by unnecessary civilian travel, there is always a prospect that many thousands of soldiers, sailors, and marines will be prevented from spending well-earned holidays at home, or from seeing their families before going over-seas.

To help hold the traffic load on railroad and bus lines within the controllable limit during the holiday period, emphasis should be placed on the theme "Stop Unnecessary Travel." Four points should be stressed in this campaign-(1) Traveling for pleasure takes accommodation needed for essential traveling; (2) There is no pleasure in traveling these days since trains are crowded and often late and accommodations uncomfortable; (3) The elimination of unnecessary travel helps save needed transportation space and equipment and makes life easier for our armed forces; (4) Travel conservation will be required during all of the months ahead-for the duration. If you must have a vacation trip, do not plan it until the middle of January.

The "Don't Travel" campaign is one which can be promoted in every locality. Further, this program is one which should be brought home to every family. The people must know that staying home will help make the war shorter.

At Your Service!

"War Message Copy" is sponsored by your local committee. Its members are ready and willing at all times to help you in your efforts to support the campaigns outlined. Our representatives in Washington have supplied us with background material which is available for your inspection. Call or write

INSERT LOCAL GROUP OR COMMITTEE NAMES AND ADDRESSES IN THIS BOX

Make Your Advertising Help Win The War!



USE LESS...SO OUR FIGHTING FORCES WILL HAVE MORE!

The demands of global war have reached a stage where conservation of critical resources on the home front is vital. The United States Government, in co-operation with the seven major industries involved, is sponsoring a broad program to save manpower, fuel, materials, and equipment through the careful use of petroleum products, gas, water, electricity, communications, and transportation. The program will call upon the public and industry for immediate volunteer conservation measures to fight waste. Messages should aim to create public understanding of why savings must be made and to help drive home "what to do about it" points that apply locally.

The basic Government theme on conservation of fuel is "Fuel Fights"; the theme on conservation of electricity, communications, water and transportation is "Serve-Conserve." Both remind the public of the vital role conservation plays in saving manpower and scarce materials.

CHECK LOCAL COMMITTEES ON THESE PROGRAMS

Before embarking on any local promotion on these several programs, your Government requests that you check first with the local committee concerned in each area. These programs are—War Housing—check with the War Housing Center, or nearest office of the National Housing Agency; Woman Power—check with the War Manpower Commission and the U. S. Employment Service; Salvage—check with the local Salvage Committee.

This caution is necessary due to the fact that the needs and requirements of these three programs vary greatly in different areas and it is necessary to synchronize local promotion efforts with local needs.

MAIL EARLY THIS CHRISTMAS

Our efficient postal service has just handled huge quantities of Christmas parcels for the armed forces overseas. It now faces the tremendous task of receiving, transporting and delivering on time the vast volume of Christmas mail for the people at home. This job can be done only if Christmas mail is sent in November.

Send Packages in November

In emphasizing the necessity for mailing early this Christmas the following copy themes are suggested—(1) If you send a Christmas gift this year, keep it small to save transportation space; (2) Mail it in November if you want it to reach its destination on time; (3) Remember the best gifts of all are War Bonds and Stamps.

NOT TOO LATE TO SEND XMAS GIFTS TO MEN ABROAD

It has been announced that the deadline for the mailing of overseas packages has been extended to December 10 for Christmas parcels to soldiers who left home stations after September 30. Senders must have notification of the soldier's change of address. The Navy rules are more liberal. However, all gifts for all service men should be mailed in November to safeguard Christmas delivery.

PROMOTE L-M GROUPS

An important activity in which local printers and users of advertising material can function is the increasingly active labor-management production drive. It is suggested that the Labor-Management symbol reproduced here be used in ads recruiting workers for war plants. The sym-



bol can also be used in local ads and printed materials which tell how Local Labor-Management committees are working.

Printers in critical war centers may help the Labor-Management Committees by suggesting ideas for posters, bulletins, and especially in pay envelope stuffers, and house magazines.

In areas where L-M Committees are active, both workers and management praise their effectiveness and the value of printed material to foster better employee relations, improve working conditions, settle grievances amicably, and in general promote the welfare of the worker, the management, and stimulate the war production drive.

THANKS COLUMBUS!

The Columbus Advertising Club suggested the idea for "War Message Copy." The Columbus organization (assisted by The Franklin County War Services Board and the Columbus Graphic Arts Victory Committee) publishes its excellent "Suggested Copy" each month, outlining local campaigns which should be emphasized and promoted. Thanks again for an excellent idea.



"DON'T TALK" MESSAGES IMPORTANT NOW

Millions of Americans both in and out of the service know facts important to our enemies. The very size of our war effort makes this inevitable. Often these facts seem unimportant. People tell them innocently. Many little facts pieced together reveal big things. The ultimate result of careless talk is the killing and maiming of Americans and the crippling of our fighting strength.

Printed messages of all kinds can tell story of "Don't talk," particularly during coming holiday season. When thousands of men from the services will be traveling and at home when many civilians will be together in small parties and groups, it is essential to watch "careless talk."

A good copy theme which is suggested for this period is "If you tell where he's going ... he may never get there"!

GIVE STAMPS AND BONDS

"The Present With A Future"

To make this a War Bond Christmas, to divert Christmas buying from scarce goods and gifts which are not really needed to War Bonds and Stamps, and to call attention to War Bonds and Stamps as gifts . . . printers, lithographers and all local advertisers are urged to organize a strong campaign to co-operate with the program conducted by the Treasury Department. Special opening day of this year's campaign . . Armistice Day—November 11. Three other feature days during the campaign: Thanksgiving (November 25), Pearl Harbor Day (December 7), and December 21—"the shortest day of the year for the largest sale of bonds." It is suggested that any or all of these special days

be emphasized either as "hitch-hikers" on regular advertising or printed messages, or through the use of specially printed pieces — envelope stuffers, circulars, broadsides, etc.



☐ THE TIN CUP APPROACH FOR OUR CHAMBER OF HORRORS . . . Julian Brodie of Green-Brodie, Incorporated, 420 Madison Avenue, New York 17, N. Y., sends us a letter he received from a supplier, whose former salesman serviced the Green-Brodie account.

Julian thinks this is a flagrant and revolting use of the tin cup approach. We agree.

My dear Mr. Brodie:

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Is there anything we can do any little service we can render in behalf of Bill Boal—now on leave of absence from our Company?

It would be nice if we could write him at Camp and say that you had just favored him with an order for his account, thereby assuring him that we are watching his interest.

The writer would be more than happy to serve you personally. We value your good will and are anxious to do everything possible to help both you and Bill.

Very sincerely yours,

(BLANK) PROCESS CO., INC. (Blank), President.

Reporter's Note: We have changed the names of the principal characters, because that letter is being mailed by a very reputable organization. The president, who allows his name to be signed to such a letter, should know better.

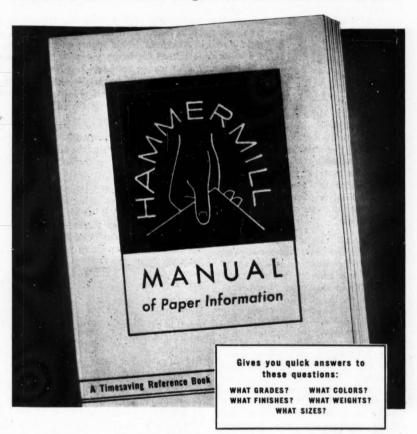
MORE ABOUT WASTE. Even the people in the Direct Mail business are becoming conscious of glaring examples of paper wastage in a Direct Mail piece. Charles W. Groves of Champaign, Ill., sends us a self-mailer produced by a Chicago clothier which opens up into a giant letter measuring 174" x 221/2". Copy on an inside spread says this: "The letter inside is big because it relates to a big accomplishment that means big value for you and the rest of our customers." The "big accomplishment" is just a Fall sale of suits, topcoats and overcoats at \$39.50, \$49.50 and \$59.50. We agree with Charles that the extravagant and useless waste of paper makes a bad impression. The offer would have been just as convincing (if not more so) if made on an 81/2" x 11" letterhead.

THE REPORTER



To know what papers you can get in these days of changing conditions

Get the Hammermill Manual of Paper Information



YOU will find the Hammermill Manual of Paper Information an invaluable guide and timesaver. Its 24 conveniently indexed pages contain complete information about the Hammermill papers still available from mill and merchant. Get the answers to the questions of what grades, colors, finishes, weights and sizes of Hammermill papers are available today in this handy pocket size Hammermill Manual of Paper Information. Just send the coupon below right now for your copy of this book.

FOR VICTORY BUY WAR BONDS



Hammermill	Paper	Co.	

Manual of Paper Information.

Name

Position.

Please attach to your business letterhead. RDMA-OC.

BRITAIN'S

DIRECT MAIL MEN

AT WAR

Here is another interesting report from our friends in England. We are trying to keep in touch with Direct Mail men and activities both in England and in Australia. This report was sent to us by E. Symes Bond who has specialized for many years in the production of Direct Mail matter and who was a founder member of the British Direct Mail Advertising Association, whose official journal he edits. Some of you Direct Mail people in the United States may have renewed courage after reading Mr. Bond's report.

Many practitioners and users of Direct Mail in Britain are now in the Services, and one or two of the best known have already given their lives. But of those who remain in civilian life some are finding novel applications for their past experience.

The head of one well-known firm, who when the war broke out was due for retirement, and had spent most of his time in recent years writing Direct Mail copy, is now setting type in the printing plant.

Another man, head of one of the largest producers of form letters, with a big addressing and mailing plant, felt that, with paper restrictions and staff shortage reducing his output, his energies would be better employed elsewhere. He turned over control of the plant to his woman co-director and joined one of his clients, who manufactures hand tools used in the assembly and maintenance of war vehicles, planes and tanks.

Now, he controls personnel, welfare, discipline and staff organization. The question of post-war development also comes under his care and plans are being developed against the time that world-wide activities are again possible. He says he is learning much that will be valuable in his own business, and will help him to employ his own staff to best advantage when they return.

That experience seems typical. Many Direct Mail men, users and producers, have taken up some special wartime work, while keeping a skeleton staff going in their own offices or plant.

The former head of the Direct Mail and Mail Order department of one of the biggest firms in Britain is now controlling a "hush-hush" department of an aircraft factory. A woman who was head of the Direct Mail department of a firm importing from the United States is now controlling a staff packing and labeling goods produced in Britain.

Many of those with plants have naturally turned over to the production of government literature and addressing. Instead of handling mailings for radios they are mailing appeals for war charities and national savings.

In another way Direct Mail men are proving their worth in Britain. It has been found that they make ideal works relations and welfare officers, owing to their training in tactful handling of clients, and their experience in persuading the public to accept what they have to offer.

Many of those who were editing and publishing house journals have had to adapt themselves and their journals to war production by turning them into employee relations journals. They are ideal men for such work. Where formerly they wrote interesting stories about the many uses to which their product has been and could be put, they now write equally inspiring stories about the uses of the product in warfare, and show how the worker will benefit his country and himself by producing more in less time.

Consumer house journals that are still being published in Britain are mostly concerned with helping their readers to do without the product they were founded to advertise. Now they advise their readers on maintenance and service, warn them of government restrictions, give them suggestions for training unskilled staff, and make suggestions for after-the-war business. One house journal is now published in a speciality magazine, as a page advertisement.

A Direct Mail practitioner who specialized in booklets and folders, and another who handled a great deal of Direct Mail publicity for engineering firms now engaged on war work, are both using their knowledge by preparing and placing trade journal advertisements for their clients.

It is strange to see in trade journals and the national press space taken by advertisers who, so far as the public knows, never advertised before. Two or three firms have overcome paper shortage by sending out mailing pieces printed on oddments of wood veneer.

The few big printing houses who before the war specialized in Direct Mail work—which includes catalogues—are finding difficulty owing to labor shortage. They are extremely busy, however, doing government printing, for which paper is provided by Britain's Stationery Office.

Plans for after-the-war Direct Mail are, of course, being laid thoroughly. I know of more than one campaign for which copy is written and layouts made, and one for which color blocks are all ready for press.

Wisely enough, those Direct Mail men who are still connected with industrial firms are devoting some of their energies to writing technical articles for the trade journals catering for their industries.

The story of one man interested me very much. He evacuated his staff in 1939 to his own house in the country, but he himself took an apartment near one of the main railroad stations in London.

He says he can do three times the amount of work he did before the war, and has learned a lot of new things. Whereas formerly he was continually interrupted by members of his staff and outside telephone calls, now his executives discuss anything either by writing or by putting through one or two long-distance calls in a day. He has always been a successful user of Direct Mail and is in one of the few businesses which are still allowed to mail a limited amount.

Others are learning new ways of speeding up and economizing on methods. As one man said to me: "Five people have gone from that department and there is only one left-yet she is doing all the work." This does not mean that the five had "soft jobs." My informant had gone through the forms used, combined several into one, and decided to cut out one, the information from which was not now used. Also where formerly the firm had a hundred different mailing orders a week, now one government order often lasts many weeks.

Of course in many firms this experience is reversed, and many necessary forms have made much more clerical work for smaller staffs.

One Direct Mail problem today in Britain is mailing lists for post-war schemes. Many thousands of people in Britain have migrated to other districts where their war work is situated. Others evacuated from towns like London, may stay where they are after the war, or move yet again. Soldiers' wives have sometimes gone to live with their parents, and will

be moving again. These factors make it likely that mailing lists of the general public will be chaotic for some time.

As for business houses, the oldestablished ones can usually be traced through the post office even if they have moved their offices. Thousands of new companies have been formed, however, for special war production. These firms will probably take up some other type of manufacturing when their present products are not required.

The "Business Reply" facilities by which Britain's post office allowed postage to be paid by the advertiser, have been suspended. Some users are worrying how quickly this valuable facility will be restored after the war.

Bearing in mind all the difficulties of war, however, it can safely be said that there is plenty of work ahead for all engaged in Direct Mail in Britain. Those who can use this form of advertising immediately after the war will probably obtain much better results than ever before.



The "DIRECT MAIL LEADERS" of 1943

Announced at Direct Mail Advertising Association 1-Day Clinic

In addition to the FIFTY LEADERS the following special plaques were awarded for outstanding achievement in various fields of printed promotion:

"Color in Direct Mail Plaque"—awarded to Abbott Laboratories, North Chicago. "Consumer Direct Mail Plaque"—awarded to National War Finance Committee of

"Consumer Direct Mail Plaque"—awarded to National War Finance Committee of Canada, Montreal, Quebec.

"Dealer Education Plaque" —awarded to United States Rubber Company, New York.

"Effective Letters Plaque" —awarded to The Standard Register Company, Dayton, Ohio.

"House Organ Plaque" —awarded to Eastern States Farmers' Exchange,
West Springfield, Massachusetts

"Industrial Direct Mail Plaque"—awarded to Thomas A. Edison, Inc., West Orange, New Jersey.

"Mail Order Plaque"

—awarded to American Sales Book Company,
Niagara Falls, New York

"Showmanship Plaque" —awarded to Columbia Broadcasting System and Columbia Owned Stations, New York.

The FIFTY DIRECT MAIL LEADERS are:

ABBOTT LABORATORIES Mr. Charles S. Downs Advertising Manager North Chicago, Illinois

AMERICAN BANDAGE CORP. Mr. Robert Stone Director of Sales 325 West Ohio Street Chicago, Illinois

AMERICAN SALES BOOK CO., INC. Mr. Harold F. Pursell Mgr. of Market Relations Department Niagara Falls, New York

ARMSTRONG CORK COMPANY Mr. Cameron Hawley Dir. of Adv. and Promo. Lancaster, Pennsylvania

AUSTENAL LABORATORIES, INC. Mr. John B. Mannlon Advertising Manager 5932 Wentworth Avenue Chicago 21, Illinols

THE BARRETT DIVISION
ALLIED CHEMICAL & DIE CORP.
Mr. A. G. Husen
Advertising Manager
40 Rector Street
New York, New York

BLUE NETWORK COMPANY, INC. Mr. B. J. Hauser Sales Promo. Mgr. 30 Rockefeller Plaza New York, New York

BONOIL PACKING CORPORATION Mr. William S. Crisafulli Sales Manager 4006 Second Avenue Brooklyn, New York

BORDEN'S FARM PRODUCTS
Mr. George D. Wetherill
Sales Promotion Manager
110 Hudson Street
New York, New York
BRIGHTON MILLS
Mr. Julian K. Morrison
President
Shannon, Georgia

THE BROADWAY-HOLLYWOOD Miss Elsa Peterson Advertising Manager 6300 Hollywood Boulevard Hollywood, California

CARNEGIE-ILLINOIS STEEL CORP. Mr. Robert J. Ritchey Assistant Manager, Market Develop. Bureau 434 Fifth Avenue Pittsburgh, Pennsylvania

THE CHICAGO SUN Mr. E. R. Richer Promotion Director 400 West Madison Street Chicago, Illinois

CLEAR POOL CAMP Mr. Albert B. Hines Managing Director 301 East 29th Street New York, New York

COLUMBIA BROADCASTING SYSTEM, INC. and COLUMBIA OWNED STATIONS Mr. Paul Hollister Vice President in Charge of Advertising 485 Madison Avenue New York, New York

COLUMBIA RECORDING CORPORATION Mr. Alex Steinweiss Art Director and Advertising Manager 1473 Barnum Avenue Bridgeport, Connecticut

COPPER & BRASS RESEARCH ASS'N Mr. B. B. Caddle Secretary 420 Lexington Avenue New York 17, New York

CURLEE CLOTHING COMPANY Mr. H. C. Phillips Secretary 1001 Washington Avenue St. Louis 1, Missouri

DEVOE & RAYNOLDS CO., INC. Mr. Ivor Kenway Advertising Manager 44th Street & First Avenue New York, New York THE DOALL COMPANY Mr. L. A. Wilkie Chairman of the Board 1201 Thacker Street Des Plaines, Illinois DRAVO CORPORATION

DRAVO CORPORATION
Mr. Lee Sellars
Editor "Dravo Slant"
Pittsburgh 25, Pennsylvania
I. E. DU PONT DE NEMOURS
DU PONT PLASTICS BULLE

I. E. DU PONT DE NEMOURS & CO.
DU PONT PLASTICS BULLETIN
Mr. Robert L. Bailey
Editor
626 Schuyler Avenue
Arlington, New Jersey
EASTERN STATES FARMERS'

EASTERN STATES FARMERS'
EXCHANGE
Mr. Kenneth Hinshaw
Advertising Manager
95 Elm Street
West Springfield, Massachusetts
THOMAS A. EDISON, INC.
Mr. J. E. Sease
Asst. to Vice-Pres.
West Orange, New Jersey

HART, SCHAFFNER & MARX Mr. Dan Smith Art Director 36 South Franklin Street Chicago, Illinois

HERCULES POWDER COMPANY Mr. Theodore Marvin Advertising Manager Wilmington, Delaware JARMAN SHOE COMPANY Mr. Luther N. Johnson

JARMAN SHOE COMPANY Mr. Luther N. Johnson Art Director Nashville, Tennessee KENT-MOORE ORGANIZATIO

KENT MOORE ORGANIZATION, INC. Mr. W. A. Kent President General Motors Research Bldg. Detroit, Michigan

McGRAW-HILL PUBLISHING COMPANY INDUSTRIAL PROGRESS CAMPAIGN Mr. James O. Peck Director of Research 330 West 42nd Street New York, New York MERCK & CO., INC. Mr. Douglas Wakefield Coutlee Director of Advertising 161 Sixth Avenue New York, New York

MUTUAL BROADCASTING SYSTEM, INC. Mr. Robert A. Schmid Director of Adv. Promo. 1440 Broadway New York, New York

NATIONAL WAR FINANCE COMMITTEE Mr. R. Dunleys
Public Relations Adviser
240 Wellington Street
Ottawa, Ontario, Canada

THE OHIO NATIONAL LIFE INS. CO. Mr. Arthur W. Theiss Nales Promo. Mgr. Cincinnati, Obio

PHOENIX METAL CAP COMPANY Mr. H. J. Higdon Advertising Manager 2444 West 16th Street Chicago, Illinois

FREDERICK POST & COMPANY Mr. M. H. Mannion Nules Manager 3630 North Avondale Avenue Chicago, Illinois

THE F. & M. SCHAEFER BREWING CO. Mr. Val A. Schmitz Advertising Manager 430 Kent Avenue Brooklyn, New York

SCHERING CORPORATION Dr. A. Parets Advertising Director Bloomfield, New Jersey

SERVEL, INC. Mr. R. J. Caniff Adv. and Sales Promo. Mgr. Evansville, Indiana

SHARP & DOHME, INC. Mr. Paul B. Robinson Advertising Manager Philadelphia, Pennsylvania

THE SHELBY SALESBOOK COMPANY Mr. John Plank Advertising Manager Shelby, Ohio

SHELL OIL COMPANY, INC. Miss C. E. Hoffman Acting Editor 50 West 50th Street New York, New York

THE SPEEDMASTER COMPANY 1201 Thacker Street Des Plaines, Illinois

STANDARD OIL COMPANY (INDIANA) Mr. Wesley I. Nunn Advertising Manager 910 South Michigan Avenue Chicago, Illinois

THE STANDARD REGISTER COMPANY Mr. John Larmer Superv. Information Service Dayton, Ohio

SUCCESSFUL FARMING Mr. Wm. G. Pitzer Advertising Sales Dept. 1716 Locust Street Des Moines, Iowa

UNION TRUST CO. Mr. Ord Preston President Washington, D. C.

THE UNITED STATES NEWS Mr. Philip Kobbe Vice Pres. in Charge of Promotion and Development 30 Rockefeller Plaza New York, New York

UNITED STATES RUBBER COMPANY Mr. H. L. Hayward Advertising Dept. 1230 Sixth Avenue New York 20, New York

WHITE LABORATORIES, INC. Mr. Gifford R. Hart Advertising Manager 113 North 13th Street Newark, New Jersey

WUNDER BROS.
Mr. Richard E. Wunder
President
Hillen & Colvin Streets
Baltimore, Maryland

□ DUPLICATIONS. It is not always possible to avoid duplications on mailing lists... especially when test lists are "rented" from various sources. But we warn mail testers to avoid duplications as much as possible. People are becoming conscious of paper shortage... and are therefore conscious of paper wastage. We do not have the heart to show you an irate letter written on October 21st to the Circulation Manager of one of the country's leading publications by the Adver-

tising Manager of one of the country's leading manufacturing institutions. The publication in question operates on a high Direct Mail plane, so should not be criticized publicly for an occasional lapse. In this case the irate advertising man received nine duplicate subscription appeals in the same morning mail . . . and the letter emphasized that on account of the paper shortage, new subscriptions are at a premium. Said the Advertising Manager, "maybe your addressograph stutters."

A GENTLEMAN...yet



TOUGH

In the realm of sports the college football player combines the virtues of a gentleman with the physical stamina to stand tough going.

Many of today's printing jobs demand a cover paper that provides just such a combination—refinement built on stamina. No other cover stock compares in these respects with—

KROYDON COVER

"Tough as a Hippo"

Here is a Cover Paper with a rich, glossy ripple finish in a wide range of handsome colors . . . a paper that even takes halftones successfully . . . a stock that is amazingly non-soiling and moisture resistant . . . folds readily with or across the grain, yet will come through the toughest handling as fresh and clean as an athlete from an after-the-game shower!

Ask your Printer or Paper Man for samples (KROYDON is nationally known) or write us direct at the mill. HOLYOKE CARD & PAPER CO., Springfield, Mass.

Companion cover lines by "The Cover Paper Mill"
TWILTEX LEATHERCRAFT DURATEX WOODTONE

Case History of a Salvage Drive

The Advertising Club of Des Moines, Iowa, is a lively organization. Our friend Lester Suhler of Look Magazine told us about the very successful salvage drive undertaken by that club. We asked for a report, and we believe that it is worth-while to reprint a description of the campaign given by Chairman Walter C. Hughes, Jr., to the Board of Directors of the Advertising Club. It shows what can be done with Direct Mail by a cooperating group.

To the Board of Directors, Advertising Club of Des Moines.

Your committee, appointed September 15, 1942, consisted of:

Elmer Fitzgerald, Wallace-Homestead Co.

Gene C. Meston, Capital City Printing Plate Co.

John W. Moffett, Register & Tribune.

Wm. A. Temple, Younker Brothers.

Walter C. Hughes, Jr. (Chairman, N. A. Winter Advertising Agency).

The committee's objective was cooperation with the Iowa Scrap Salvage Drive through informing users of metal printing plates of General Conservation Order M-99, and urging the scrapping of obsolete plates.

Your committee believed it also to be advisable to secure, as far as possible, a record of the quantity of such plates scrapped, in the event the allotment of new metal to the advertising industry should depend on the quantity of metal which could be proved to have been scrapped.

The committee agreed upon the following plan, to which all members contributed suggestions.

- 1. A letter to be sent, on Advertising Club stationery and signed by the committee chairman, to all probable users of metal printing plates in Des Moines. The letter to point out the necessity for scrapping obsolete plates, and list junk dealers accepting this type of scrap.
- 2. Enclosure with this letter of a copy of WPB Order M-99, and a return card (standard government postal card ready for mailing to the committee chairman) designed so that

users of plates could fill in the number of pounds scrapped in the following categories: unmounted zinc, engraving copper, electrotypes, and miscellaneous mounted plates.

This letter, with enclosures, to be mailed Third Class on Tuesday, September 22nd, to arrive with the second mail of that day.

- 3. A letter, on Advertising Club stationery and signed by the committee chairman, to be mailed to junk dealers on September 17th, informing them of the plan and offering to list their names and phone numbers in the letter to be sent to plate users, if they would cooperate by informing the committee of the quantity of scrap purchased in the four categories listed on the user return card.
- 4. A postal card to be sent, on September 17th, to all advertising agencies, engravers, lithographers, printers and publishers in Des Moines, explaining the plan and offering to include in the list of plate users any of their customers or clients to whom they wished the "plate user" letter sent.

The committee deferred decision regarding the sending of a follow-up postal card to plate users. It subsequently was decided that the sending of such a card would constitute unnecessary expense. Copies of Order M-99, for enclosure, were to be provided by the Wallace-Homestead Company at cost.

Samples of all material sent out are enclosed with this report.

Twelve postal cards were sent to junk dealers. Five replies were received and five other dealers listed in the letter on the assurance of Mr. Harry Cohen, Cohen Bros. Iron & Metal Company, that they would cooperate.

One hundred and sixteen postal cards were sent to advertising agencies, etc. One reply was received, stating that they already had taken the matter up with clients.

The "plate user" letter was sent to 673 firms and individuals. This list was compiled by members of the committee checking over the classified section of the phone book, and including all whom they felt might have metal printing plates on hand. The assistance of Mr. C. L. Bunker, of Direct Advertising, Inc., in the preparation of this list, is gratefully acknowledged.

One hundred and thirty-seven replies were received from plate users, 101 listing the quantity of plates scrapped.

Excluding four large users (the Register & Tribune, Wallace-Homestead Co., Capital City Printing Plate Co. and Meredith Publishing Co.), the following quantities of scrap were reported:

Unmounted zinc, 6,462 lbs.; engraving copper, 3,618½ lbs.; electrotypes, 7,221 lbs.; miscellaneous mounted plates, 8,011½ lbs. Total, 25,313 lbs., or 12½ tons, plus.

The records of the four large users cited in some instances did not permit breaking down by categories. Total scrap reported by these users, in the four categories, was:

90,662 lbs., or 45 tons, plus. Total Des Moines scrap accounted for, 115,-975 lbs., or approximately 58 tons.

Replies received from junk dealers were, in general, unsatisfactory. They accounted for approximately 17 tons; 11,344 lbs. of unmounted zinc, 4,874 lbs. of engraving copper, 33,702 lbs. of electrotypes and 228 lbs. of miscellaneous mounted plates.

Mr. H. C. Plagman, Chairman of the WPB Scrap Salvage Division for Iowa, was kept fully informed of the committee's activities.

All reports received are enclosed with this report.

Replies continued to come in for some time, and a certain amount of personal follow-up was necessary to secure a few of the reports. While the request was for data on plates scrapped prior to September 30, 1942, in compliance with Order M-99, the data may be regarded as including scrapping up to November 1st. All of the scrapping reported most certainly occurred during the last quarter of 1942.

Suppliers were instructed to forward bills to the chairman of your committee for approval. Apparently due to mis-addressing, complete bills were not received promptly. In the meantime, the items covered appear to have been included in monthly statements sent directly to the Advertising Club of Des Moines—and paid. No statement of expense, therefore, is included in this report, since no expenses were officially approved by your committee. It is the committee's belief, however, that all expense

incurred was more than justified by results obtained.

A suggestion subsequently was made by Mr. Moffett that a plan be worked out whereby a letter or notice list-ing various ways in which to con-serve metal used in printing would be sent out under the committee's auspices, as had been done by the Advertising Club of Washington, D. C. plan was designed whereby this might be done, with the cooperation of Des Moines engravers.

After consultation with representative engravers, however, it was decided to do nothing until such time as conditions might more fully warrant such a step. It was felt that the problems of the individual engravers were sufficiently varied to make each individual engraver's "educating" his own customers a more satisfactory method, and that the danger of completely eliminating the use of plates, in the cases of some users, should be avoided if possible, in the interest of good advertising.

It was felt that all points which could be covered in such a general letter or notice to advertisers already were being urged upon their customers, to a satisfactory extent, by the suppliers of printing plates, and that the suggestions of the individual suppliers, precisely adapted to their own situations, could and would result in more substantial metal savings than suggestions which, of necessity, would be sufficiently general to apply to all.

No action, therefore, was taken to send out such a letter or notice.

For the delay in submitting this report, your chairman assumes full responsibility.

Respectfully submitted,

PLATE SALVAGE COMMITTEE.

(Signed) Walter C. Hughes, Jr., Chairman.

A LETTER FROM A SOLDIER

Dear Mr. Hoke:

It's not very often a soldier takes time out to fashion with words a bouquet intended for the editor of a publication, but to not let you know-via the mailways-just how greatly appreciated is "The Reporter," would be a grave error in-

Back in the days when my chief concern was the creation of a "surefire" idea or layout for a Wiggins Systems Limited account, your monthly was the highlight of the day upon which it happened to arrive. Cover to cover, its contents were eagerly devoured by this writer. Digestion took place upon a second reading - when at such time certain "gems" were carefully filed away for future referenceand in more than one instance, for future action.

You are doing a great job, Mr. Hoke-not only for the "old timers" of the direct mail field, but for those of us who, like myself, had one foot on the advertising ladder, when the war came along - and who intend continuing the climb once the enemies of Democracy have been crushed, and we find ourselves back on home soil again.

No doubt you will be pleased to learn that "The Reporter" arrives over here in perfect condition. Considering the miles this welcome journal must travel, and the amount of handling by the boys in the Postal Department on both sides of the

"pond," it speaks volumes for the efficient manner in which overseas mail is looked after.

The July issue was a lulu-particularly the spread of anti-American publications in the U.S.A. today. Such literature should be banned from the mails without a day's delay. Keep throwing those lethal punches-you're bound to score a knockout!

You can well imagine my surprise and pleasure at seeing an excerpt from a recent letter to Mr. Wiggins adorning (?) your columns. Now that request has become a reality and I'm a most happy guy when "The Reporter" day rolls around. The last issue was received while servicing my wireless set in the armored car. Yes, "The Reporter" does end up in some strange places. But never in that old familiar one-the waste basket.

Lots of luck,

STAN SMITH.

Somewhere in England.

will be pleased to the Reporter" arrives perfect condition. Conmiles this welcome jouravel, and the amount of y the boys in the Postal it on both sides of the standard and the amount of the sides of the standard and the sides and sides REMINDER. If any of you are



REPORT OF D.M.A.A. OFFICERS

At the annual business meeting of the Direct Mail Advertising Association held Friday, October 15th, Hotel Roosevelt, New York, the following new officers were elected:

Howard Korman, President.

Edward N. Mayer, Jr., American Vice President.

G. Douglas Scott, Canadian Vice President.

Donald Macaulay, Secretary-Treasurer.

Newly elected to the Board of Directors were Robert J. Walker, Advertising Manager, Standard Accident Insurance Company, Detroit, and Clifton P. Mayne, President of Lewis & Mayne, San Francisco.

The following directors continue in office: Edward N. Mayer, Jr., President, James H. Gray, Inc., New York; Elon G. Borton, Advertising Director, LaSalle Extension University, Chicago; H. C. Henderson, Mail Promotion Manager, McGraw-Hill Publishing Company, New York; Lester Suhler, Subscription Manager, Look Magazine, Des Moines, Iowa; G. Lynn Sumner, President, G. Lynn Sumner Advertising Agency, New York; Frank C. Gerhart, Advertising Manager, Champion Paper & Fibre Company, Hamilton, Ohio.

An Executive Committee, to function with the full authority of the Board in lieu of a quorum, was also named to serve for the next year. It consists of Howard Korman, Edward N. Mayer, Jr., Donald Macaulay and H. C. Henderson. Jane L. Bell continues as Executive Manager of the Association.

The Direct Mail Advertising Association is off to a good start on another new fiscal year. Howard Korman will make an excellent President. L. Rohe Walter, the retiring President, deserves the thanks of all Direct Mail people for the

fine work he did through the difficult years he held that office. The Association is in good shape, both in activities and finances. The memberships are at a good level. The Bulletin, Specimen and Library Services are top-notch. Although Dick Messner's term of office on the Board has expired, we understand that the Board of Directors is urging him to remain as Program Chairman (or something). He was responsible for the success of the second One-Day Wartime Clinic. And it was a success.

This reporter is not going to attempt to reproduce or summarize all of the many talks made during that hurried One-Day Clinic and Discussions. Such material does not make good reading. You must be present in the excitement to get the real value. But much of the material appearing in The Reporter has a bearing on the subject discussed. Further amplification would cause needless duplication.

☐ THE POSTAL SITUATION. No doubt all Reporter readers have seen newspaper stories concerning the action of the House Ways and Means Committee in recommending to Congress an increase in postage rates. As reported in the newspapers, the rate increases are to be as follows:

First Class—Now 2c local and 3c out-of-town, increased to 3c local and 4c out-of-town.

Second Class—1c each two ounces to 1c an ounce on transit mail.

Third Class—Now 1½c and 2c for each two ounces to 3c and 4c for each 2 ounces.

Charges on Air Mail, Special Delivery, and other classes of mail likewise increased.

We have been in close touch with Washington on this situation. We predict now that the rate increase will not go through as originally reported. We learn that the post office authorities were not consulted about these increases prior to the announcement by the House Ways and Means Committee. Our prediction is based on the fact that experience in the past has proven that

tampering with the postal structure for tax revenue is economically unsound. Doubling of the third class rate would decrease revenue rather than increase it. That would apply on most classes of mail, with the possible exception of first class mail, which in wartime would probably keep up its volume, irrespective of the rate.

Experience in the past has also shown that the House Ways and Means Committee is not the logical place to originate changes in the postal structure. The Post Office Committee of both the House and the Senate are naturally jealous of their prerogatives. If the House Ways and Means Committee insists on bringing out a tax bill which includes a raise in the postal rates for tax revenue, the Post Office Committee in either the House or the Senate can be depended upon to raise strenuous objections. If you are interested in the postal situation, we suggest that you write your reactions to the suggested rate increase to the chairmen of the House and Senate Post Office Committee. Their names are:

Thomas G. Burch, Chairman, Post Office and Post Roads Committee, House Office Building, Washington,

Kenneth McKellar, Chairman, Post Office and Post Roads Committee, Senate Building, Washington, D. C.

One thing you should emphasize: The post office is a business organization. Its rate structure must be fixed on a businesslike basis. If rates are raised too high, volume decreases and the revenue shrinks. The proper places to originate postal rate changes are the Post Office Committees of the House and the Senate and in the Post Office Department itself.

□ HATS OFF to Reinhold-Gould, Incorporated (paper merchants), 261 Walton Avenue, New York 51, N. Y., who have now installed a very logical selling system. A clever cut-out announcement introduces a fictitious "Harry" . . . the new Direct Mail paper salesman. Harry is going to call on the trade regularly by mail to help the greatly depleted sales force. What could be more logical?

Wartime Check List for Mail Advertisers

This excellent check list was prepared by Paul Muchnick, Classified Advertising Manager, Popular Science Monthly, and an active member of Associated Mail Merchandisers, Inc. We believe this check list will prove valuable to everyone in the Direct Mail business—both producers and users. Study it carefully.

PRODUCTION

Is your Direct Mail being produced in the most efficient manner possible at the lowest possible cost?

Have you cut out all the frills, trick folders, odd sizes and shapes and do you generally practice conservation?

Do you frequently study your mailing operations for possible discoveries of speed-up methods, greater efficiency, better scheduling and handling of your mailings?

Do you encourage your mailing room personnel to offer suggestions, short cuts and do you give their ideas real consideration?

Are you employing older women, older men, young folks, handicapped people to fill the gaps in your production line?

Do you maintain cordial relations with your suppliers?

Are you keeping careful records of today's experiences and methods for possible use after Victory?

YOU AND THE WAR

Are you and your organization really "sold" on this war and your part in it?

Are you aiding the war effort by appropriate messages or enclosures in all your mailings?

Are you educating your employees on the necessity of maximum production, avoiding absenteeism, guarding against accidents, caring for mailing equipment, keeping spoilage of printed matter at a minimum?

Are you cooperating 100 per cent on government salvage and conservation programs on rubber, scrap metal, greases, paper, and all warcritical materials?

Have you offered your quota of typewriters to the government?

Do you urge your employees to buy war bonds, to do what they can personally to aid the war effort?

Do you run your mailing equipment full time? Perhaps you can combine some of your operations and make part of your equipment available to others?

YOUR MAILINGS

Have you checked all your lists to eliminate dead names and do you constantly check to keep your lists up to date?

Are you mailing regularly to your old customers?

At the same time, do you continue testing and using new lists to expand your market?

Do you check and double-check your copy angles and finished copy more carefully these days?

Do you remember that your mailings may be received by a man who just lost his son in battle and do you write accordingly?

Do you write personal, good-will letters to your best customers?

Do you keep your mailings as simple as possible consistent with sound mail order selling principles?

POST-WAR?

Do you maintain a staff or at least a responsible executive for post-war planning?

Are research and market studies being used to determine your best "bets" for post-war development?

Are you making tentative plans for your post-war mailings?

Do you have sound, practical plans for a quick, progressive conversion to peace?

Are you studying the possibilities of selling to foreign markets after Victory?



"Rippo Blades give you a faster, smoother shave. . . ."

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of right people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a rental basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(Division of Dickie-Raymond, Inc.)

80 Broad Street Boston 10, Mass.

and if you are not a regular reader of The Reporter, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber ... how about showing this copy to a friend?

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THE REPORTER, 17 East 42nd St., New York 17, N. Y.

Fill out coupon. Paste on Post Card. We will bill you later.

The Value of Sincerity

Here is an interesting letter from George Dugdale who, as his friends well know, is one of the most persistent critics of poor Direct Mail technique.

Dear Henry:

In these days, when a great many people are forced to deliver something less than they promised, and when some who are not too scrupulous use war conditions as an alibi for failing to deliver, it is, in my opinion, refreshing to find someone who insists on making good and who resorts to NO alibis.

I thought you would be interested in the enclosed paragraphs from the catalog cover of the Kelsey Nursery Service, 50 Church Street, New York City.

They not only explain why some of their customers were disappointed last spring, but urge them to take advantage of the guarantee that covers the Nursery's shipments.

I have not read anything in a good many years that convinced me more completely of any firm's intention to serve its customers well.

Yours sincerely,

(Signed) GEORGE DUGDALE, President, Delane Brown, Inc. Towson, Maryland.

And now we will give you the copy which George Dugdale believes is so excellent.

An Apology and a Promise

Last spring 25% more people ordered from us than usual. Of the twenty principal nurseries that grow Kelsey Nursery stock, about 12 lost more than three-quarters of their help last winter. All lost some of their best men. A severe early spring damaged ordinarily hardy material—some kinds so that the damage was not apparent until it had been shipped. On top of everything, mall and express were a little slower and freight became utterly unreliable.

We have geared shipments now to the quicker means of transport, increased facilities to take care of the new customers, hired and trained new help (women in field and packing shed and good at it, too). For those who had losses from spring shipments, we suggest you note our guarantee to replace all losses at half price—write us—if your loss was unusually severe we will try to replace at even less than half price to make things as right as we can.

Fall Planting Will Therefore Be Better

Because we are now geared to get shipments out, and not only that, but we have more time for nursery operations in autumn. Moreover, there will be some few things sold out by next spring, so avoid disappointments.

But of course, you want to know if fall planting is just as good for the plants. YES, by all means, it is. All bulbs offered must be fall planted. Trees, evergreens and shrubs, as well as fruit trees, average 2 to 5% reater loss in fall than in spring. This is so slight as to be negligible. Against this set the fact that fall planting gets the roots in contact with the earth by all the damp winter's soil settling and the minute spring arrives they can start growing. You will be nearly a full year ahead by planting in fall!

KELSEY NURSERY SERVICE.

Reporter's Note: We will let the case history speak for itself. Wouldn't you like to write copy which wins the praise of a hardboiled critic like George Dugdale?

HOUSE MAGAZINES AT WAR. In a recent issue of The Labor-Management News, published by War Production Drive Headquarters, Municipal Building, Washington, D. C. . . . much attention is given to the part being played by house magazines in increasing production, reducing absenteeism and building morale. Emphasis is placed on the shirt-sleeve job being done by many of the company publications. Many have gone to newspaper style format and are printed on newsprint stock. The Labor-Management News is acting as a clearing house of ideas for the editors of these plant publications . . . and doing a fine job.

☐ READ AND FORGET: The Chicago Tribune does not like The Labor-Management News, which should be a fairly good recommendation for Herman Wolfe, Ed Place, John Perry, Marian McGovern, Ted Sargeant and all the other hard working members of the crew who produce La-

bor-Management News. It is interesting to note that in news items concerning Labor-Management News the Chicago Tribune uses pounds instead of tons in describing this "waste of paper" on the part of the government. A recent news item states that the Labor-Management News used 1600 pounds of paper on a certain issue. When newspapers file appeals for additional grants of paper, they speak in terms of tons. The newspapers were granted, as stated elsewhere, an extra 180,000 tons of paper in the first three quarters of 1943. Of course, the Chicago Tribune could not refer to tons when describing the Labor-Management News because their item would then read "the issue used less than a ton." Such reporting . . smells to high heaven. War

Production Drive Headquarters can prove that Labor-Management News actually saves paper. The 2500 or more plants which have Labor-Management Committees need some central clearing house of information. This information was previously passed along by mimeographed bulletins and miscellaneous booklets, posters, releases, etc. The system was not satisfactory. By adopting a simple newspaper style format, War Production Drive Headquarters can now pass along a weekly collection of ideas at a tremendous saving of paper. And what's more, the news is getting results. We have seen many of the hundreds of letters pleading for more copies.

☐ ANOTHER CONVENTION - BY -MAIL. We've just received from Mrs. May Pynchon, Exe. Secy. of the Florida Tuberculosis and Health Association, 1022 Park Street, Jacksonville, Florida, a complete file of their recent "Convention-by-Mail." At the request of the Office of Defense Transportation, this association cancelled its annual meeting of members and workers. The suggestions contained in the Conventionby-Mail booklet issued by the Graphic Arts Victory Committee followed in great detail. Preliminary announcements even used the drawings contained in the GAVC booklet. The entire series of mailings was mimeographed. Photographs of the speakers were tipped on to each individual piece. It's a fine job through□ VICTORY ORDER BY MAIL. Termed "the greatest wartime buying aid" ever offered by a manufacturer, the Victory Order-by-Mail Plan of the E. S. Lowe Co., 27 West 20th Street, New York 11, N. Y., producer of adult games, has won the approval of the trade, according to reports.

Realizing that under war conditions the cancellation of selling trips, trade shows, and other factors might deprive many stores of needed merchandise, the E. S. Lowe Co. created their Victory Order-by-Mail Plan which brings the entire of adult games to the buyer's desk, together with a simplified method of ordering by mail.

Reporter's Note: Sam (Sherlock) Gold found an overly enthusiastic write-up about this plan in the September issue of "Toys and Novelties" (press agent stuff). His comment, "Ho, hum . . . that's old stuff to us, isn't it? But it's another convert to Direct Mail."

☐ HOW AN IDEA SPREADS. One thing we like about *The Reporter*... is the correspondence it develops among subscribers. That's why we always try to give the complete name and address for every item mentioned in the magazine. If an individual reader is interested, he can write to the person mentioned. Hundreds of such letters are developed each month. Sometimes we see the carbon copies. Here's an interesting carbon from this month's file.

Mr. Leon Pollack Director of Advertising Helene Curtis Industries 2628-58 N. Pulaski Road Chicago 39, Illinois

Dear Mr. Pollack:

Your letter of October 5th concerning our recent "Convention by Mail" has been received. We are sending to you under separate cover a copy of our "Convention by Mail." We are also including several issues of our little company house organ, "Help," in which you can read of the build-up attempt that was made preceding the presentation to the field.

The reaction of our field representatives to this attempt to hold our Convention by Mail has been most gratifying. We have received many

letters of appreciation and constructive suggestions, not only from our own authorized agencies but from many outside sources to whom, like you, we have had the privilege of sending a copy of our "Convention by Mail."

We are happy indeed to have the privilege of cooperating with you, and we wish you success in the effort that you are about to make. If you care to, we would appreciate very much receiving a copy. Feel free to call upon us at any time, for we like to be helpful and useful to all who are interested in making this world a better place in which to live.

Very truly yours,

(Signed) THOMAS J. ANDRESS, Agency Department, Harleysville Mutual Casualty Co., Harleysville, Pa.

□ GOOD WORK CONTINUES. Some time ago we reported on the fine Direct Mail campaign offered by the Standard Accident Insurance Company of Detroit to its agents. We are now glad to report that Standard programs do not peter out (some programs do). In a recent letter containing many additional advertising helps, Robert J. Walker, Advertising Manager, writes to the agents: "This year we set out to provide you with Direct Mail assistance which would help you to dig up this business, and we have kept our promise. In the past six months, we have sent you a number of readily usable business-building suggestions. But we aren't stopping here. For the balance of the year we will continue to send you tested plans for developing more premiums. Take advantage of your opportunity." That's the way to carry on an advertising program. Keep adding to it . . . and making it better.

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago 10.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

FOR SALE

MODEL "A" PITNEY BOWES Meter Mailing Machine in first class condition. Reasonably priced for quick cash sale. Address, George L. Kinter, 806 Publication Bldg., Pittsburgh, Penna.

ELLIOTT STENCIL CABINETS WITH TRAYS for 2 x 4½ size stencils. Two available 6750 capacity, one 25,000 capacity. Lohman, 1402 N. Market St., Milwaukee 2, Wis.

LETTERHEADS

"EXCELLENT" says Printers Ink about "Letterhead Design and Manufacture," by Fred Scheff, 225 pp. 8½x11. 125 Letterheads. Mail \$5 to Fredericks Co., 68 Nassau St., N. Y. C. 7. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

SPECIAL

IF YOU LIKE THIS ISSUE . . . and if you are not a regular reader of The Reporter, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . how about showing this copy to a friend? Subscription Rate \$3.00; Special Two-Year Rate \$5.00. The Reporter, 17 East 42nd St., New York 17, N. Y.

Jobs in

Direct Mail The Reporter offices are already being asked to recommend experienced people for Direct Mail jobs as some of them

ommend experienced people for Direct Mail jobs . . . some of them for postwar preparation. We are willing to act as a clearing house between job seeker and job giver. Send your requirements by letter. Don't expect miracles. We'll do the best we can.

The Reporter of Direct Mail Advertising
17 East 42nd Street, New York 17, N. Y.

THE EFFECT OF A LETTER. Em Jacoby of The Jacoby Organization, 118 East 25th Street, New York City, sends us an old clipping from an English newspaper, which he claims points a moral that is eternally new. The following copy appeared in a London paper some years ago, in space bought and paid for by Selfridge & Co., Ltd. The space is occupied every day by an article reflecting the policies, principles, and opinions of this house of business:

THE EFFECT OF A LETTER By Callisthenes

One's outgoing mail may, and always snould, carry with it an atmosphere of friendly cooperation, reflect-ing something of the spirit of the house. Or it may be made up largely of communications of a negative soulless or impersonal character. What is infinitely worse, a proportion of this correspondence may be so framed as to offend and to hurt. The writing nowadays of a wise business letter is an art in itself, calling for tact and judgment and an appreciation of the probable psychological reactions of the recipient of that letter. Many a lifelong friend has been linked to this House by the courteous adjustment by letter of some irritating experience, friendship of which we might have been the poorer had we elected to "stand on our rights."

So vast is the Selfridge mail that a mail-opening staff is engaged from the very early hours of the morning receiving from the Post Office almost before dawn all correspondence arriving from all over the country. This nocturnal industry of a large and expert staff enables the different departments of the House to receive, at the opening hour, the correspondence which has been arriving throughout the previous night.

Naturally, with so mighty a mail-bag, these letters are opened by machinery. Instead of each envelope being laboriously slit by hand, the incoming letters are subjected to the sand wheel, unsealing the missive before its despatch to the appropriate department. But these are details, part of a routine in which every moment is precious, every to brought into play. time-saving device

The treatment of that newly arrived letter, the manner in which it is answered, must always decide whether it will make a friend of our correspondent or the reverse. Let us remember that although business houses spend many thousands of pounds every week in the hope of tempting the public to enter their doors, it is the three-halfpenny stamp affixed to a letter which conveys the true atmosphere of business goodwill.

We never forget letters that made the heart beat faster with pleasure,

or letters which seemed to cast a chill over our life. In an age when letterwriting is considered to be a neglected art, the letter still remains a vital instrument of commercial goodwill. It should reflect the soul of the house, binding the recipient to it still closer.

SELFRIDGE & CO., Ltd.

THEY ARE BEGINNING TO COME BACK. Graphic Arts and Direct Mail men are beginning to reappear on the business scene. Latest addition is Alexander Thomson, Jr., Vice President of The Champion Paper & Fibre Company, Hamilton, Ohio. He has returned after a special assignment in the Middle East. He is resuming his duties in sales promotion and advertising activities. The Reporter intends to keep track of returning Direct Mail men . . . and what's more, when the war ends, we intend to establish without delay a clearing house of job information for all people in the Direct Mail field. There will be thousands of opportunities in Direct Mail and the Graphic Arts. There will be thousands of companies which will want experienced Direct Mail assistance. We should be able to help in placing returning service men with Direct Mail experience in important positions. Our postwar planning isn't very far along, but at least we made a start.

SUNSHINE DEPARTMENT

Dear Mr. Hoke:

I had not planned to renew my subscription to The Reporter as our work now is such that it does not serve our purposes as formerly. However, I have been so pleased with your campaign against the pro-fascist publications in this country that I want to say "I'm all for you and your splendid work." The best way I can do this is to renew my subscription. Enclosed is my check for another year of your magazine.

With best wishes,

DAVID RAFFELOCK. Dorfman Direct Mail Service 1835 Champa Street Denver, Colorado

Every time I read your campaign against the "subversive element" I

"Thank God for Henry Hoke!"

For I also have three sons in the U. S. Army. Keep at 'em, Henry!

Cordially.

BART LEIPER. Provident Life and Accident Insurance Co. Chattanooga, Tennessee

As Required by Law

Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933, of THE REPORTER of Direct Mail Advertising.

Published monthly at New York, N. Y., for October, 1943.

State of New York, County of New York, SS.:

York, SS.:

Before me, a notary public in and for the State and County aforesaid, personally appeared M. L. Burfeind, who, having been duly sworn according to law, deposes and says that she is the business manager of the magazine, The Reporter of Direct Mail Advertising and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

- 1. That the name and address of the publisher, editor is managing editor is Henry Hoke, 17 East 42nd Street, New York, N. Y. That the names and address of the business managers are Henry Hoke and M. L. Burfeind, 17 East 42nd Street, New York, N. Y.
- 2. That the owner is: Henry Hoke, 17 East 42nd Street, New York, N. Y.
- 3. That the known bondholders, mortgages and other security holders owning 10% or more of the total amount of bonds, mortgages or other securities are: None.
- are: None.

 4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by her.

 M. L. BURFEIND.

M. L. BURFEIND.

Sworn to and subscribed before me this 6th day of October, 1943.





MODERN ARMY NURSE...Miracle of Resourcefulness

Every good nurse is not necessarily a good army nurse. A nurse in "the Service" must have high resistance to fatigue and disease... must be able to carry out orders to a "T"... but even more important must have remarkable resourcefulness for acting on ber own in strange and dangerous circumstances. And she must have a cheerfulness that sets an example for fortitude.

To find such merits combined all in one nurse means examining, pre-testing, investigating with extraordinary care.

Adirondack Bond is "picked for the job" because it's watermarked 100% sulphite bond paper that can take it to perfection—printed, typed, or written.

INTERNATIONAL PAPER COMPANY

220 East 42nd St. New York, N. Y.
PAPERS FOR PRINTING AND CONVERTING

